

Message Text

UNCLASSIFIED

PAGE 01 BUDAPE 03037 181103Z

50

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 COME-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /050 W

----- 018700

R 181030Z SEP 75

FM AMEMBASSY BUDAPEST

TO DEPARTMENT OF AGRICULTURE WASHDC

INFO SECSTATE WASHDC 4229

AMEMBASSY VIENNA

UNCLAS BUDAPEST 3037

AGRICULTURE PASS FAS FOR DOBBINS, MANNION AND LANKFORD

EO 11652: N/A

TAGS: EAGR HU

SUBJECT: WRAP-UP ON BUDAPEST AGRICULTURAL FAIR

1. THE 68TH AGRICULTURAL AND FOOD INDUSTRY EXHIBITION AND FAIR ENDED SEPT 14. OVER ONE MILLION PAID VISITORS TURNED UP DURING 17-DAY FAIR OF WHICH AN ESTIMATED 75 PERCENT VISITED PAVILION "A" WHERE U.S. STAND WAS LOCATED TOGETHER WITH 25 OTHER EXHIBITORS. FAIR, ALTHOUGH WELL ORGANIZED AND SERVICED, LASTED TOO LONG.

2. U.S. PARTICIPATION GAVE INVITED U.S. ASSOCIATIONS (ASA, HF AND HA) NEEDED OPPORTUNITY TO MEET BOTH EARLIER ESTABLISHED CONTACTS AND NEW ONES. MORE IMPORTANT, U.S. EXHIBITORS WERE ABLE DEMONSTRATE CONTINUED U.S. INTEREST IN HELPING DEVELOP HUNGARIAN AGRICULTURE. HUNGARIANS IN TURN AGAIN SHOWED KEEN INTEREST IN CONTINUING U.S. ASSISTANCE IN LIVESTOCK BREEDING AND FEEDING PROGRAMS.

3. LARGE NUMBER VISITORS AT HOLSTEIN-HEREFORD JOINT BOOTH WERE WELL SUPPLIED WITH BROCHURES AND HANDOUTS ON AMERICAN LIVESTOCK BREEDING. STATE FARM AND MINAG OFFICIALS VISITED THEIR STAND DAILY AND ARRANGED SEVERAL FIELD TRIPS. THESE TRIPS GAVE HOLSTEIN-
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BUDAPE 03037 181103Z

HEREFORD REPRESENTATIVES OPPORTUNITY OBSERVE PROGRESS

HUNGARIANS HAVE MADE IN THEIR LIVESTOCK IMPROVEMENT PROGRAMS. HUNGARIAN INTERESTS IN CONTINUED U.S. ASSISTANCE HIGHLIGHTED DURING VISIT OF PRESIDENT OF HOLSTEIN FRIESIAN ASSOCIATION WHO WAS RECEIVED BY TWO UNDER SECRETARIES OF MINAG (KAZARECZKY AND VANCSA). TALKS DEMONSTRATED HUNGARY WILL CONTINUE ITS LIVESTOCK IMPROVEMENT PROGRAMS IN 1976 AND BEYOND AT SAME RATE AS IN 1974 AND 1975 WITH HOPES FOREIGN EXCHANGE WILL BE AVAILABLE TO FINANCE THESE PROGRAMS. (DURING FAIR SEVERAL PLANE LOADS OF CATTLE FROM THE U.S. ARRIVED AT BUDAPEST AIRPORT.)

4. ASA STAND ALSO ATTRACTED ATTENTION. IN ADDITION TO RENEWING OLD CONTACTS, ASA REPRESENTATIVE MET LARGE NUMBER NEW PEOPLE FROM SCIENCE AND AGRICULTURE AND FOOD INDUSTRY WHERE STORY "GOLD THAT GROWS" BROCHURE MADE GOOD IMPRESSION. ALTHOUGH 20-MINUTE SOYBEAN FILM, PLAYED SEVERAL TIMES DAILY DREW CROWDS, HANDOUTS ON SOYBEANS WERE SHORT IN SUPPLY AND ON SOYBEAN MEAL OR FEEDING NON-EXISTENT. FAIR ALSO GAVE ASA OPPORTUNITY HOLD WELL ATTENDED SEMINAR TO HUNGARIAN SWINE AND POULTRY INTERESTS. HUNGARIANS ALSO HELD SEMINAR ON FOOD PROTEIN, A TOPIC WHICH IS EMERGING A MAJOR ISSUE IN VIEW FIRMLY COMMITTED POLICY IMPROVE QUALITY OF NATION'S DIET. HUNGARY PLANS A WEEK-LONG SEMINAR IN 1976 ON SOYBEAN PRODUCTION AND PROCESSING BOTH FOR FOOD AND FEED.

5. RECEPTION GIVEN BY AMBASSADOR DREW SOME 100 PEOPLE. WHILE KEY MINAG OFFICIALS ABSENT DUE IN PART TO "BULGARIAN DAY", OTHER HUNGARIANS TURNED OUT IN UNUSUALLY LARGE NUMBERS AND AMERICANS WERE ABLE MEET GOOD CROSS-SECTION OF HUNGARIAN OFFICIALS REPRESENTING AGRICULTURE AND TRADE.

6. OVERALL ASSESSMENT: IT IS DIFFICULT APPRAISE QUANTATIVELY VALUE U.S. PARTICIPATION. SINCE THIS WAS STATIC AND SMALL EXHIBIT, NO ONE EXPECTED IMMEDIATE NEW ORDERS FOR SOYBEAN MEAL AND BREEDING CATTLE (ALTHOUGH HOLSTEIN MAY HAVE LANDED A NEW ORDER OF A PLANE LOAD UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BUDAPE 03037 181103Z

DURING VISIT TO A COOP FARM). MOST PEOPLE VISITING U.S. STAND WERE NOT BUYERS; MANY WERE JUST PLAIN CURIOUS ABOUT EXHIBIT SINCE IT WAS FIRST TIME U.S. HAD PARTICIPATED AT SUCH FAIR. LARGE TURN-OUT AT U.S. EXHIBIT COULD ONLY BE INTERPRETED AS HUNGARIANS' HUNGER FOR AMERICAN KNOW-HOW AND TECHNOLOGY IN LIVESTOCK BREEDING AND FEEDING. U.S. EXHIBITORS AND AGATT BELIEVE U.S. PARTICIPATION WAS GOOD DECISION WHICH COULD PAY OFF

WELL IN FUTURE AND WAS WORTH EVERY CENT EXPENDED ON
THIS MARKET DEVELOPMENT PROJECT. IT COST ONLY LITTLE
OVER ONE CENT PER METRIC TON OF SOYBEAN MEAL AND A
LITTLE OVER ONE DOLLAR PER HEAD OF BREEDING CATTLE
WHEN MEASURED AGAINST HUNGARIAN IMPORTS FROM THE U.S.
IN 1974. POTENTIAL FOR EXPANDED SOYBEAN MEAL AND
BREEDING CATTLE SALES TO HUNGARY IS STILL LARGE.
BELIEVE SHOW ACHIEVED MAJOR OBJECTIVES: (A) IT
BROUGHT INTO CONTACT WITH U.S. EXHIBITORS LARGE NUMBER
HUNGARIAN OFFICIALS RESPONSIBLE FOR NATION'S PROTEIN
IMPROVEMENT PROGRAM AND; (B) IT CREATED A FAVORABLE
IMAGE IN PUBLIC EYE ABOUT U.S. INTERESTS AND WILLINGNESS
TO HELP HUNGARIANS FURTHER DEVELOP THEIR LIVESTOCK INDUSTRY.
MCAULIFFE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: AGRICULTURE, REPORTS, TRADE FAIRS, EXHIBITS
Control Number: n/a
Copy: SINGLE
Draft Date: 18 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BUDAPE03037
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750323-1027
From: BUDAPEST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750937/aaaabggc.tel
Line Count: 129
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 10 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 JUN 2003 by MaustMC>; APPROVED <05 FEB 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WRAP-UP ON BUDAPEST AGRICULTURAL FAIR
TAGS: EAGR, BEXP, HU
To: AGR
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006